

**REQUEST FOR PROPOSAL  
FOR HALLOWEEN AND FALL  
THEMED TELEVISION COMMERCIAL  
FOR THE VILLAGE OF SLEEPY HOLLOW**

DATE OF ISSUE: July 2, 2013

The Village of Sleepy Hollow requests the submission of proposals from qualified production companies wishing to be retained to produce a 10, 15 and 30 second professional grade Halloween and Fall themed commercial for the Village of Sleepy Hollow to be aired on network television and Village website.

The production company whose proposal is determined to be the most beneficial to the Village in accordance with the specific criteria outlined below shall be awarded a contract to provide such services.

In order to assure most favorable consideration by the Sleepy Hollow Halloween Committee proposals shall contain all of the following:

1. Recitation of the production companies related business experience evidencing successful commercials or similar activity.
2. Sample recordings of commercial or similar activities, previously produced (submitted on a standard DVD format);
3. The total cost of production including script, casting, filming and editing (Commercial must be completed by September 6, 2013.
4. A minimum of two (2) letters of recommendation from an entity for whom the production company has worked, upon request.

**Other Considerations**

The script must promote the Village of Sleepy Hollow and highlighting the Village's unique relationship to Halloween.

The commercial must include local attractions including those not in the Village of Sleepy Hollow (ie, Blaze, Lyndhurst, Sunnyside)

The commercial must promote tourism and promote local businesses in Sleepy Hollow and include the "I Love New York" banner.

Village of Sleepy Hollow  
28 Beekman Avenue  
Sleepy Hollow, NY 10591

Attention: Paula McCarthy, Village Clerk

Deadline for submission of proposals: **July 22, 2013 at 3:00 pm**

The Village of Sleepy Hollow retains the right to reject any and all proposals or to award a contract to the Producer whose proposal is deemed to be most advantageous to the Village.

The Village of Sleepy Hollow reserves its right after all proposals are received and opened, but prior to completing the evaluation of proposals, to request interviews with or presentations from vendors of its choice. Upon completion of the evaluation process, proposers will be notified of the committee's decision in this matter within ten (10) days of the deadline set for receipt of proposals.

Village of Sleepy Hollow

By: \_\_\_\_\_

Paula McCarthy

Village Clerk

Dated: July 2, 2013